



PLANNING & ZONING REPORT

Zoning Board of Appeals Meeting of May 17, 2022

File # 022-22

APPLICANT: City of Rockford and Rockford Area Convention & Visitors Bureau

LOCATION: 1402 North Main Street

REQUESTED ACTION: A Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District.

EXISTING USE: Commercial building

PROPOSED USES: Commercial building with mural

DIMENSIONS: See Exhibit D. **SQUARE FOOTAGE:** 5,795.91 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-2	Wonderland Sweets Bakery, West Side Showroom
EAST:	C-2	Midland States Bank, Vacant commercial
SOUTH:	C-2	Mobil Gas
WEST:	C-2, R-1	Parking lot, Single-family residences

YEAR 2020 PLAN: C Retail

SOILS REPORT: No soils report on file.

HISTORY: There is no relevant history in the immediate area.

REVIEW COMMENTS: The Applicant is requesting a Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District. Exhibit A shows that the subject property is located on the northwest side of North Main Street and King Street. The subject property is mostly surrounded by commercial uses (Exhibit B & C).

The Applicant, in conjunction with the Rockford Area Convention & Visitor's Bureau, is proposing a Special Use Permit to allow murals. Within Section 51-010 of the Zoning Ordinance it states, "murals are allowed in the C-2 District by means of a Special Use Permit provided that positive findings of fact are made by City Council."

Exhibit D shows that the proposed location will be on the north side of the building. The building wall is exposed on the north side and visible from North Main Street.

Rockford Area Convention & Visitors Bureau, (RACVB) announced in April 2022 that CRE8IV would be returning this year. CRE8IV is a community-building, arts-infused event launched in 2019 as part of

RACVB's place making and public art efforts designed to enhance the region for residents and visitors. In its first year, CRE8IV artists painted nine murals in downtown Rockford. Last year, RACVB fundraised and had community support to do eight murals in Rockford and have created 24 murals throughout the Rockford region via CRE8IV since its inception. The locations that have been selected are based on visibility, location and overall pedestrian traffic. The artist for this mural will be Jenny Matthews. The concept will be based on geometric shapes cascading across the wall using vibrant colors. Exhibit F shows examples of past work of the artists.

Staff supports the idea of attracting and encouraging the community in promoting murals. Murals are a growing trend and have a positive effect to the community, allowing art apprentices the opportunity to increase their knowledge and experience installing murals and organizing projects along with gaining technical abilities. Additionally, this proposal is bringing awareness of the talented artists in this community and throughout the country.

Exhibit E is the service calls in the last two (2) years. There was a total of 19 calls.

Staff feels that this mural will enhance the surrounding area and feels the Applicant's proposed request is reasonable and recommends approval.

RECOMMENDATION: Staff recommends **APPROVAL** of a Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District, subject to the following conditions:

1. Submittal of mural elevation and placement of mural on building for staff's review and approval prior to installation.
2. A sign permit shall be required including an illustration of the proposed art work shall be submitted with the permit application.
3. The mural panels may not consist of a vinyl banner material within a frame.
4. The mural must be maintained to meet code.

See attached findings of fact.

SC: BM 05/06/2022

**FINDINGS OF FACT FOR APPROVAL OF A
SPECIAL USE PERMIT FOR A MURAL ON A BUILDING
IN A C-2, LIMITED COMMERCIAL ZONING DISTRICT
LOCATED AT 1402 NORTH MAIN STREET**

Approval of this Special Use Permit is based upon the following findings:

1. The establishment, maintenance, or operation of the Special Use Permit will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare of the community.
2. The Special Use Permit will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will not substantially diminish or impair property values within the neighborhood.
3. The establishment of the special use will not impede the normal or orderly development and improvement of the surrounding property for uses permitted in the district.
4. Adequate utilities, access roads, drainage and/or necessary facilities have been, are being, or will be provided.
5. Adequate measures have been or will be taken to provide ingress or egress so designed as to minimize traffic congestion in the public streets.
6. The special use shall conform to the applicable regulations of the C-2 District in which it is located.

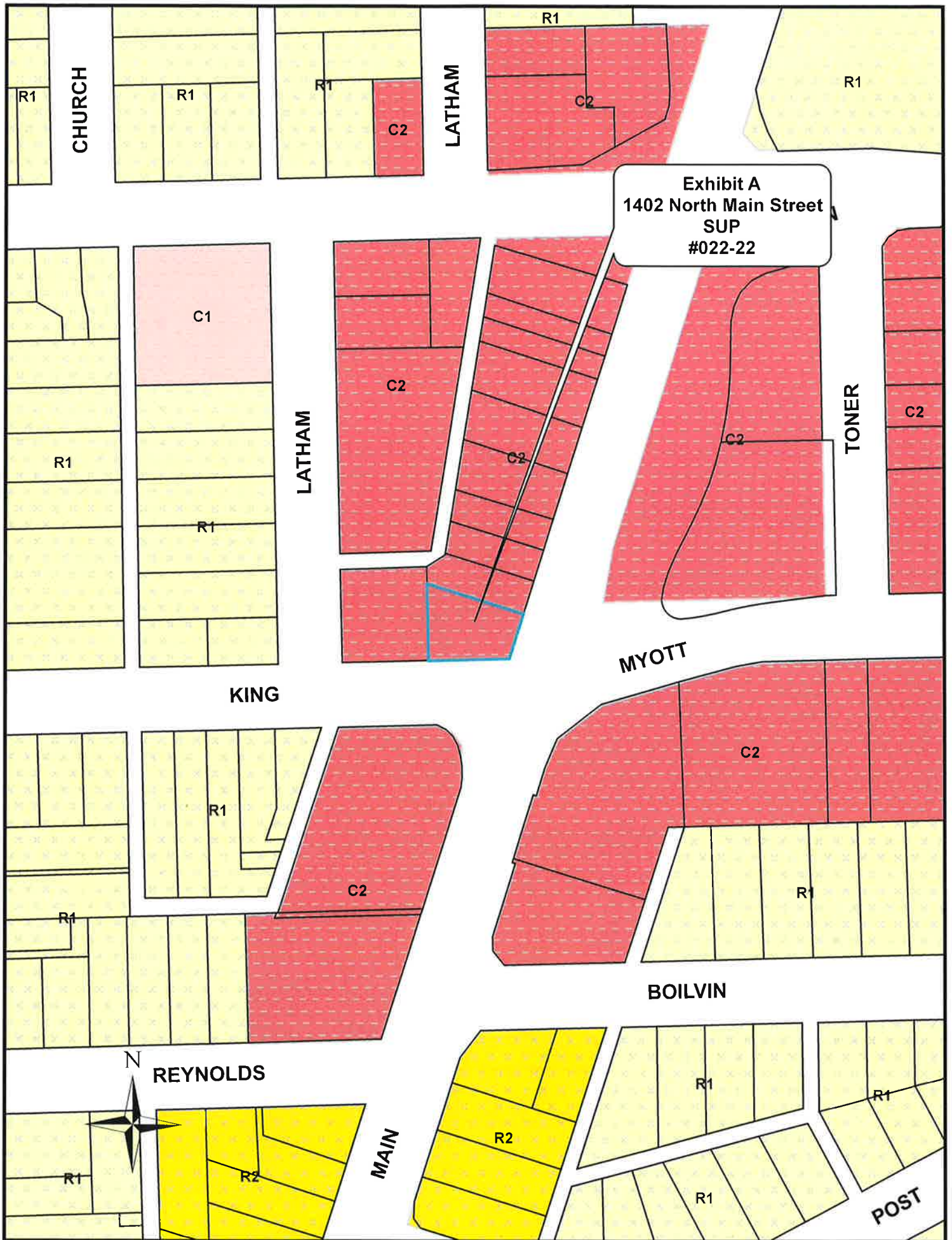


Exhibit A
1402 North Main Street
SUP
#022-22

CHURCH

LATHAM

LATHAM

TONER

MYOTT

BOILVIN

REYNOLDS

MAIN

POST

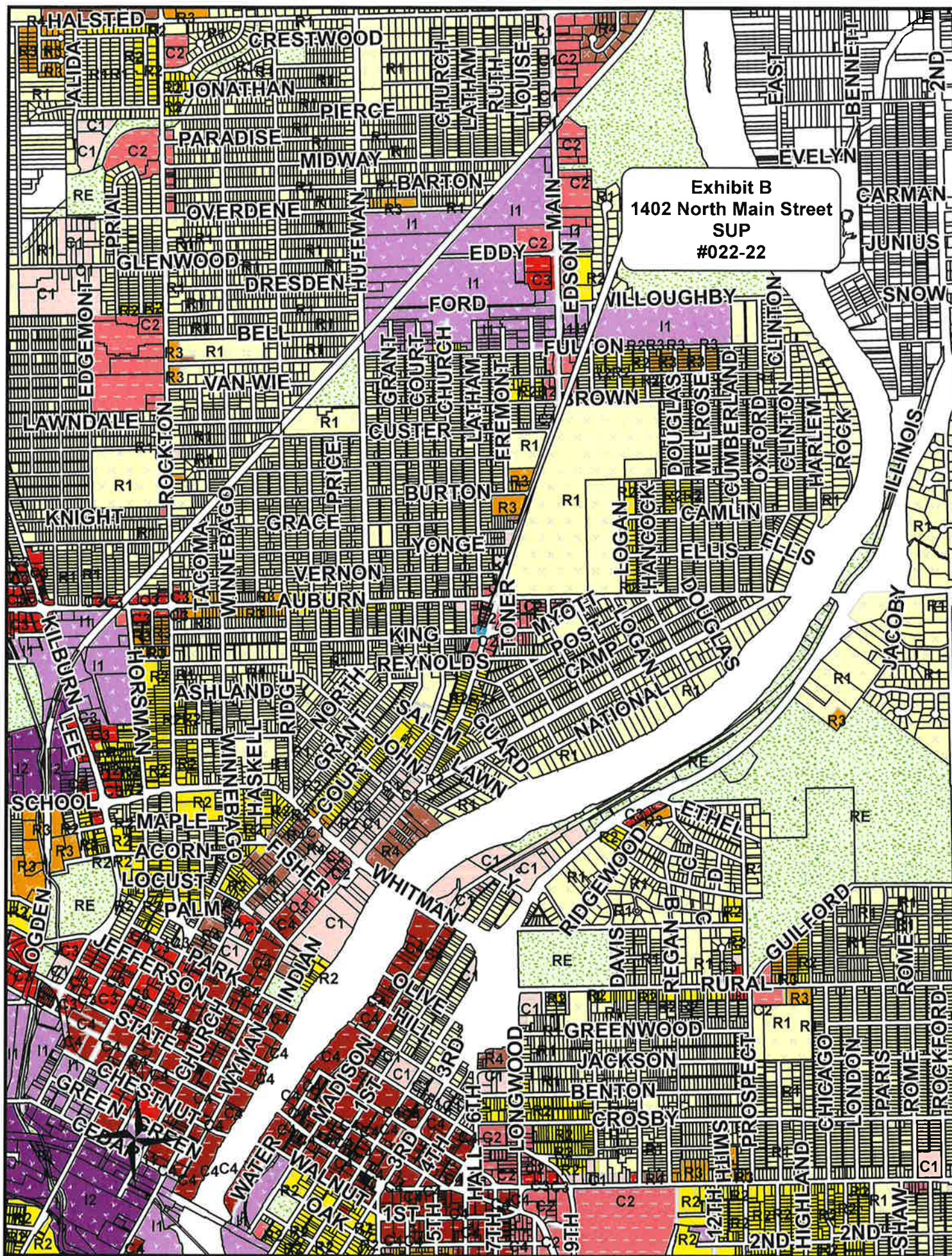


Exhibit B
1402 North Main Street
SUP
#022-22



Exhibit C
1402 North Main Street
SUP
#022-22



1402 N Main St – Upper
North facing

Exhibit D
1402 North Main Street
SUP
#022-22

Please note that calls are subject to change as Calls for Service are submitted. Offenses represent the initial call: not the verified offense.

City of Rockford Police Department
Calls for Service For
5/3/2020 to 8/18/2020



CFS Number	CFSDate	Time	Reported Offense (Non-Verified)	Location
20-078754	07/19/2020	9:45	1310 Criminal Damage to Property	1402 N MAIN ST
20-079586	07/21/2020	9:47	1310 Criminal Damage to Property	1402 N MAIN ST
20-090312	08/14/2020	12:29	7817 Dept Service- Assist ambulance	1402 N MAIN ST
3				

Data obtained from NetRMS.
Produced: 5/4/2022 11:31:38AM

Please note that the Call for Service is specified for a property. Location is not specific to any person, place, or event. Call for service location is tied to the location to where the call was received.

Exhibit E
1402 North Main Street
SUP
#022-22

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-086159	2022-04-30T20:02:51	1402 N Main St	SUICIDE THREAT	RPT - REPORT	Rockford Police Department
22-079326	2022-04-21T20:28:51	1402 N Main St	WELFARE CHECK	RPT - REPORT	Rockford Police Department
22-050532	2022-03-13T15:57:39	1402 N Main St	DOMESTIC	NRPT - NO REPORT / NRPT - NO REPORT 0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
22-024742	2022-02-05T22:46:49	1402 N Main St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
21-278196	2021-12-29T10:14:26	1402 N Main St	CRIMINAL TRESPASS	UTL - UNABLE TO LOCATE	Rockford Police Department
21-271428	2021-12-18T17:13:21	1402 N Main St	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING RE-ASSIGN/CHANGE OF CALL(UNIT) /	Rockford Police Department
21-232957	2021-10-26T13:20:43	1402 N Main St	CRIMINAL TRESPASS	NRPT - NO REPORT	Rockford Police Department
21-216580	2021-10-05T13:32:49	1402 N Main St	911 DUPLICATE CALL	DUP - DUPLICATE RPT - REPORT / RE-ASSIGN/CHANGE OF CALL(UNIT) / RPT - REPORT	Rockford Police Department
21-216566	2021-10-05T13:18:47	1402 N Main St	DISORDERLY	NRPT - NO REPORT	Rockford Police Department
21-186178	2021-08-28T15:15:37	1402 N Main St	DISORDERLY	RPT - REPORT	Rockford Police Department
21-165374	2021-08-03T16:26:47	1402 N Main St	WELFARE CHECK	UTL - UNABLE TO LOCATE	Rockford Police Department
21-122920	2021-06-14T14:19:18	1402 N Main St	DISORDERLY	ADV - ADVISED	Rockford Police Department
21-097954	2021-05-15T13:25:12	1402 N Main St	THEFT JUST OCCURRED	0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
20-056399	2020-10-23T19:12:49	1402 N Main St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
20-055265	2020-10-22T03:30:04	1402 N Main St	ALARM - BURGLAR	0001 - FALSE ALARM - SUB ERROR	Rockford Police Department
20-048207	2020-10-12T00:09:12	1402 N Main St			



Wall: The Norwegian; 1402 N. Main St. (upper – North facing)

Artist: Jenny Matthews

Concept: geometric shapes cascading a crossed the wall using vibrant colors

* examples of past work

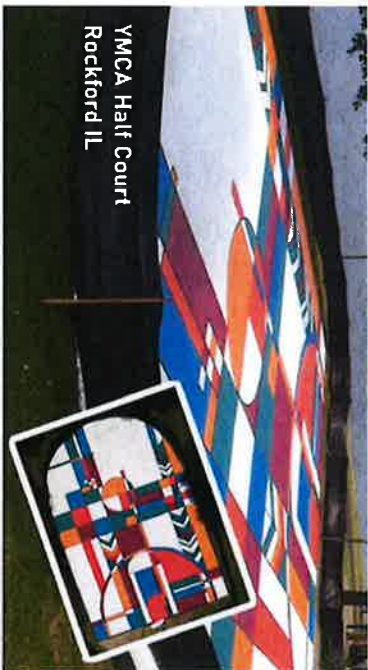


Exhibit F
1402 North Main Street
SUP
#022-22